

AUTO DEVELOPMENT DUE TO SALESMEN

Their Efforts Largely Responsible for Rapid Growth of the Industry.

Every winter there gathers in New York an army of salesmen whose volume of business ranks higher each year until to-day its figures assume such proportions as to seem almost unbelievable. They are here to attend the annual automobile show and their business is to sell motor cars and motor car accessories. It has been said that with the possible exception of the National Automobile Congress in Detroit last summer the sales managers and salesmen attending the show this year represent the strongest selling force ever gathered together at one time.

Unlike the manufacturers, whose names are given worldwide significance because of their product, these salesmen are often unknown except in the industry itself. And this is true in spite of the fact that they have perhaps done more to establish the great motor car industry of to-day than the men whose names are on the cars they sell. The public knows little of them individually, but the industry, whose future depends on their ability, knows them well.

Last night there was a young man showing his way through the immense crowds at Grand Central Palace whose individual sales in the automobile accessory and automobile equipment business have run high up into the millions. He knew all of the men connected with the industry, but there were few among the spectators who had ever heard of him. He was Earl W. McGowan, sales manager for the Springfield Body Company, which manufactures the popular Springfield type bodies.

Every one who drives a motor car knows about the Stewart-Warner speedometer, the Klaxon horn and the Stromberg carbureters, but they do not know that Earl W. McGowan was one of the biggest factors in placing those products on the market. It was his keen salesmanship which put those accessories on thousands of cars and also made a comfortable fortune for himself.

BIG CHANDLER PROSPECTS.
Sales Manager Dunlap Tells of Unusual Sales Record.

As indicating the exceptionally substantial development of the business of the Chandler Motor Car Company, Cleveland, Sales Manager Dunlap points to the fact that during the recent series of conferences at the factory with distributors from all sections of the United States, bona fide contracts for more than twenty-seven million dollars worth of Chandler Sixes, figuring all cars contracted for at touring car prices, were signed for the year of 1917.

"This in itself would be big business," said Mr. Dunlap, "but when you stop to think that many of the cars purchased under our distributors' contracts are enclosed models listing at prices higher than the touring car price, and that our export business, which is growing by leaps and bounds and is now a considerable factor in our total volume, is not included in these figures you will realize that Chandler business is big business."

The Chandler company is manufacturing 25,000 cars to take care of the 1917 sales.

Novel Pathfinder Tire Case.



STUTZ CLAIMS TRACK RECORD

Says That When These Marks Are Bettered Stutz May Re-enter Racing Game.

"When the automobile racing season ended officially and Dario Resta and his French racing car was declared the winning combination for the last year it had no effect whatsoever on the enviable reputation of the Stutz cars for winning speed contests, as the Stutz records had never been equalled by any make of car," said Harry C. Stutz, president of the Stutz Motor Car Company, at the Stutz booth at the Grand Central Palace Automobile Show yesterday.

"Although a year has passed, during which time more than a score of big speedway and road racing events were run and in which several cars of one make, both of foreign and American manufacture, competed in an endeavor to eclipse or at least to attain the Stutz record for endurance and consistency of winning consecutively four firsts and four seconds in four of the big racing events in 1915, our records have never been in danger. Furthermore, I believe these records will stand and that the sturdy Stutz will hold the title of world's champion for many years to come."

"When at the auto show last year I stated that the Stutz company had retired from racing until some one makes a car that had equalled our record, I meant what I said, and no Stutz entry started in a single event during the past year. "I believe in automobile racing and think it is a good thing from both the manufacturing and sporting viewpoint. With the marked development in the construction of motor cars, which in no small measure is due to speedway and road contests such as the ones in which the Stutz cars established their remarkable successes, it is positive that in time new records will be achieved, but until the time that our record is beaten we will keep out of the racing end of the business."

EIGHT BECOMING MORE POPULAR

Cole General Manager Says His Company Will Build That Type Only.

Another annual big automobile show is here and the manufacturers of V-type multiple cylinder cars say there is an even greater demand for that type of car than existed twelve months ago when the popularity of the eight was the feature of the 1915 trade.

A specific example of the achievements of eight cylinder cars, from the standpoint of sales, is furnished by the Cole Motor Car Company of Indianapolis, one of the first two organizations in America to attempt the manufacture of that type of car on a quantity basis.

Three years ago the Cole concern began investigating the feasibility of eight cylinder motors and the V-type multiple cylinder car was subjected to every test which factory officials could devise. Finally in January, 1915, the Cole officials announced definitely that they would build eight along with their fours and sixes. The following January J. J. Cole was able to inform the motor world that he had sold in the neighborhood of 2,000 fours, sixes and eights, but because of the efficiency and increasing popularity of the latter type of car the company would concentrate its 1916 manufacturing on eights with production plans for more than 10,000 of them for 1917, when eights only would be built.

"The growth of the eight motor's popularity during 1916 is more gratifying because the last twelve months mark the period of keenest competition in the history of the automobile industry," said A. F. Knobloch, general manager of the Cole company yesterday. "The desirability of a popular priced eight cylinder car is now firmly established. That type of motor vehicle has been tried and found wanting. Therefore we are building eights exclusively. We have found what the public wants, and we are going to supply the public with it."

A BETTER CASE CAR NOW ON EXHIBITION

Many Changes Made in Chassis and Body Are Decided Improvement.

Featured by several changes that should add to the mechanical efficiency of the car and designed for increased comfort, greater convenience and more beauty of the body line, the 1917 Case Forty, built by the J. I. Case T. M. Company of Racine, Wis., makes its debut at the show. The Case is sold here by the Stewart Automobile Company.

A staunch and pioneer advocate of the four cylinder motor, the Case company for 1917 is manufacturing only one type of chassis, carrying a four cylinder engine of extraordinary power and flexibility, with a bore and stroke of 3 1/2 and 6 inches, on which is mounted either of two bodies, a seven passenger touring or a four passenger tourabout, the latter a popular addition to the former line.

Although a better performing and looking car than the 1916 model, the new Case has no changes that might be termed radical. The alterations are refinements such as might be expected from a company that is known for wise

conservation and an aim to build for quality, not quantity. Simplification is the keynote of the mechanical changes, while the desire to give added comfort, convenience and beauty inspired the alterations that have been made in the body.

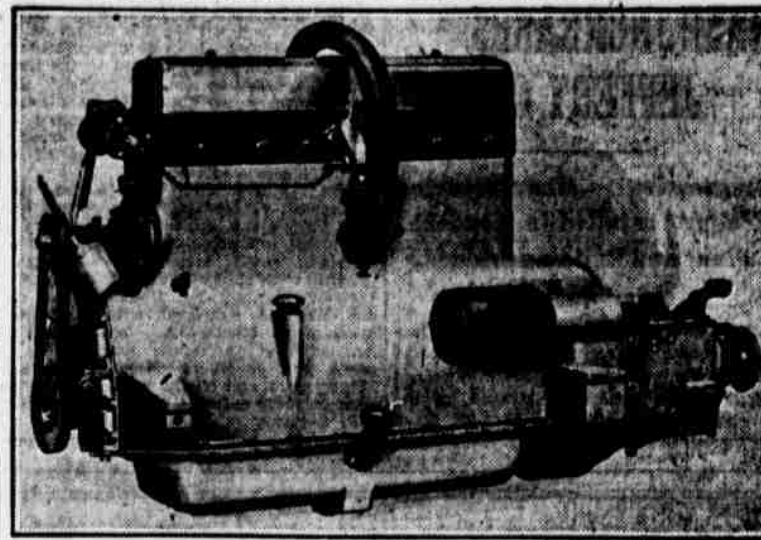
This year's motor has been simplified by elimination of the cross shaft for generator drive. The camshaft chain drive of a year ago has been displaced by helical timing gears of special material, which in connection with roller push rods and enclosed valves, make for noiseless operations. Carburetion is supplied by an improved Rayfield model M-2.

In comparing the chassis of this season and last the connoisseur notes changes in the rear axle and cooling system. A three-quarter floating type of rear axle is used in the 1917 Case, and the radiator, which last season was cellular and purchased from a parts maker, now is of vertical tube design and manufactured in the Case shops. The two blade fan has been replaced by one with six blades.

Another chassis feature that is exclusively Case is the safe and comfort insuring method of mounting the cantilever springs on the rear axle, the ball and socket joint at the rear end of the springs being so designed as to allow the springs to perform full spring duty and making it impossible for the axle pins to bind or pinch.

Body changes that feature the 1917 Case make for more artistic lines and greater comfort. The car is a blending of power and beauty. For a length of the wheel base remains at 129

New Aluminum Motor of Premier.



inches, the new model looks more graceful than its immediate predecessor. This was attained by changing the front of the body and redesigning the hood, making the incline between cowl and radiator less sharp than formerly. For a contrast between the car of 1917 and 1916 compare the greyhound's neck with that of the bulldog.

The body has been improved, breaks and joints eliminated by making it a unit of composite wood and steel, instead of building it in three steel pieces as formerly.

PREMIER'S MOTOR LIGHT.

Aluminum Engine Takes Much Weight From Front Wheels.

The Premier six cylinder overhead valve aluminum motor is one of the most interesting features of the New York show, inasmuch as aluminum construction in motors is more or less of a new feature in America despite the fact that Europe has been having remarkable success with aluminum motors for years.

The advantages of an aluminum motor are obvious. In the first place Premier's motor weighs 255 pounds less than the same motor would weigh if made of iron. This takes a great bulk of weight off the front wheels and renders steering and driving much easier, another reason why Premier is a favorite with women drivers.

Being light and strong the Premier motor is unusually lively and gets under way very quickly. It is an ideal motor for traffic. The bore is 3 1/2 and the stroke is 6 1/2, giving a piston displacement of slightly under 300 cubic inches. Seventy horse-power is developed at 2,000 revolutions.

Earl G. Gunn, Premier's chief engineer, is the designer, and the motor is built in the Premier factory under his personal supervision. Engineer Gunn built the first aluminum motor in America in 1912.

Overland

\$180,000,000

Several weeks ago we concluded the most stupendous series of dealer conventions ever held in the history of the industry.

We brought every Overland dealer in the United States to visit our enormous Toledo factories.

We had over 8500 visitors.

For over three weeks approximately 1000 Overland dealers and their associates poured into Toledo every other day.

They came in on special trains from every state in the Union.

The purpose was to bring the entire Overland sales organization into personal contact with our enormously enlarged automobile factory—to let them see and feel the great benefit derived from the new idea in motor car production—a complete line of models built by one manufacturer.

They came. They saw the great Overland plants. They saw the

18,000 men who man the home organization of this institution. They went through every part of the factory.

And when they saw the new line—when the specifications were read, the qualities and values explained and finally the prices announced, they rose in a body and almost in unison cried:—

"Show us where to sign. How soon can we get the cars?"

As rapidly as our executive and office organization could transact the business we signed up our dealers for over \$180,000,000.00 worth of new Overlands and Willys-Knights—shipments to start as fast as we could deliver.

And so with sweeping success we terminated the industry's most gigantic convention.

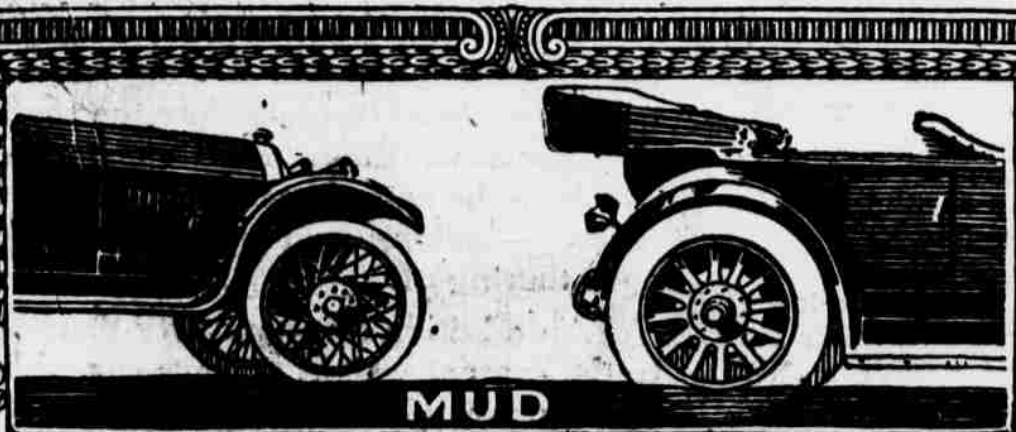
Now watch the Overland dealers do business during 1917!

Willys-Overland, Inc.

Broadway at 50th St., New York City

Telephone Circle 1300

Bronx, 149th Street and Courtland Ave. Tel. Melrose 150 Service Station, 150th Street and Bedford Ave. Tel. Melrose 991 Brooklyn, Fulton St. and Bedford Ave. Tel. Bedford 8800 Park Place Tel. Decatur 2311 Yonkers, 87 South Broadway Tel. Yonkers 5287 Service Station, 71 South Broadway Tel. Yonkers 5287 Newark, 25-37 Halcyon Street Tel. Mulberry 2648 Service Station, 215-45 Central Ave. Tel. Mulberry 2648



Power That Can Be Used

The brute power of any car does not determine its ability on bad mud roads. The secret is LIGHT WEIGHT.

A car of light weight goes OVER mud and sand—not THROUGH it, thus saving power and fuel, and adding to the comfort of the passengers.

A car twice the weight of another will sink approximately twice as deep in the mud, and will, therefore, have to Lift twice the weight twice as high, before moving forward. This means that the car twice as heavy will take four times the power to negotiate "heavy going."

The Scripps-Booth roadster gives a performance in deep mud and heavy going equalled by no other car at any price or in any weight.

Scripps-Booth



Announcing the New Model "G"

Through its larger motor, roomier body and Victoria top, this additional model magnifies those accomplishments of power, luxury and distinctiveness for which Scripps-Booth has been so firmly recognized.

Of Dealer Interest

The expansion of Scripps-Booth production facilities makes possible the allotment of cars to certain fertile territory hitherto unsupplied. And, as the only car of its kind to meet a keen demand, satisfied by no other, the dealer's opportunity is obvious.

ISOTTA FRASCHINI MOTORS COMPANY

2 West 57th Street, New York

73 Central Avenue, Newark

Brooklyn: DIUGUID BROTHERS, 1285 Bedford Ave.

All Models at the Palace Show, Space B-16